

DESTINATIONS

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WTM 2009 preview: North America exhibitors

(29 October 2009)

It may be next year that the Winter Olympics, the royal family and the G20 summit are heading to Canada, but this is the year tour operators should get themselves down to the **Canadian Tourism Commission** stand at World Travel Market (WTM) - and not just because there will be 29 exhibitors from provinces, cities, airlines and ground operators.



Those who make an appointment to head down to NA1000 on Monday November 9 or Tuesday November 10 will receive a set of three 2010 Winter Games mascots to take away.

By attending the meeting and answering three testing questions correctly, they can then be entered into a draw to win two return tickets to Vancouver to see for themselves what all the fuss is about.

Down at the **Discover America** pavilion, exhibitors from all over the US will gather to push many different destinations.

Agents should head to stand NA4280 to enter a competition held by **Colorado Tourism Office** to win a holiday for two. The Stanley Hotel, located in Estes Park, Colorado, and famous as the inspiration behind Steven King's novel *The Shining*, celebrates its centenary this year. Agents must complete a quiz to win two return flights to Colorado with British Airways, car hire and accommodation for seven nights, including a stay in Estes Park and Denver.

The Great Lakes of North America will be highlighting the Tall Ships Challenge Race in summer 2010. Visit booth NA2000 to find out how visitors will be able to board the ships and meet the crews at their port visits.

Agents can win £100 in Boots vouchers when they visit the **Florida Keys** stand at NA3000. The destination is promoting its attractions for the UK market on London taxis.

The Utah Office of Tourism (NA4280) has turned instead to the web, with a new online tool (<http://utah.travel>) to help consumers plan their holidays.

New agent training opportunities are being offered by **NYC & Company** (NA2000) and by the **Las Vegas Convention and Visitors Authority** (NA3200). Details of fam trips can be found at **Arizona Office of Tourism's** stand NA2000 and at **Texas Tourism's** stand NA1120.

America's passenger rail service, **Amtrak**, will have a larger presence at NA2008 than ever before having signed up a record number of operators to work with.

Joanna Booth

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